



WCPO

wcpo.com
kypost.com

ORDER

Print Date 10/13/12

Page 1 of 4

Flight Dates 10/16/12-10/23/12

Contract / Revision 314614 / OSPEC Cincy TV 10.16-10.23

Original Date / Revision
10/12/12 10/12/12

Advertiser Special Ops OPSEC Educati

Agency Greener & Hook

Buying Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Product

Agency Com 15%

Billing Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1217

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	82	\$59,372.50	\$69,850.00	0.00	10/01/12	10/23/12	82	\$59,372.50	\$69,850.00
Totals	82	\$59,372.50	\$69,850.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	10/16/12	10/23/12	SU 5-6am SU 5-6am	CM	5-6a	-----S	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----S		1		\$150.00		0.00					
		Week: 10/22/12	10/28/12	-----		0		\$0.00		0.00					
N 2	WCPO	10/16/12	10/23/12	SA 5-6am SA 5-6am	CM	5-6a	-----S-	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----S-		1		\$150.00		0.00					
		Week: 10/22/12	10/28/12	-----		0		\$0.00		0.00					
N 3	WCPO	10/16/12	10/23/12	M-F 430am News	CM	430-5a	MTWTF--	:30	2	\$175.00	P-2	0.00	NM	3	\$525.00



WCPO

Print Date: 10/13/12

Page 2 of 4

wcpo.com
kypost.com

Contract / Revision 314614 Flight Dates 10/16/12-10/23/12

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:20:00

Advertiser Special Ops OPSEC Educa Product OSPEC Cincy TV 10.16-10.2 Estimate # 1217

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 430am News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W-F--					2	\$175.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$175.00		0.00			
N 4	WCPO	10/16/12	10/23/12	M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	4	\$225.00	P-2	0.00	NM	6	\$1,350.00
M-F GMTS 5-6a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--					4	\$225.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					2	\$225.00		0.00			
N 5	WCPO	10/16/12	10/23/12	SU 6-7am	CM	6-7a	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
SU 6-7am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$300.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 6	WCPO	10/16/12	10/23/12	M-F 10-11a Right This Morn	CM	10-11a	MTWTF--	:30	4	\$350.00	P-2	0.00	NM	6	\$2,100.00
M-F 10-11a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--					4	\$350.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					2	\$350.00		0.00			
N 7	WCPO	10/16/12	10/23/12	SA 6-7am	CM	6-7a	-----S-	:30	1	\$375.00	P-1	0.00	NM	1	\$375.00
SA 6-7am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$375.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 8	WCPO	10/16/12	10/23/12	SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
SU GMA 7-8a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$375.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 9	WCPO	10/16/12	10/23/12	SU 1135p-1235a	CM	SU 1135p-1235a	-----S	:30	1	\$425.00	P-2	0.00	NM	1	\$425.00
SU 1135p-1235a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$425.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 10	WCPO	10/16/12	10/23/12	Late News Spec Ed (late	CM	1130p-1a	-----S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
Late News Spec Ed (late															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$450.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 11	WCPO	10/16/12	10/23/12	SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
SA GMTS 8-9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$450.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 12	WCPO	10/16/12	10/23/12	M-F 9-10a	CM	M-F 9-10a	MTWTF--	:30	4	\$500.00	P-2	0.00	NM	6	\$3,000.00
Live with Regis and Kelly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--					4	\$500.00		0.00			
		Week: 10/22/12	10/28/12	MT-----					2	\$500.00		0.00			
N 13	WCPO	10/16/12	10/23/12	M-F 11a-12p	CM	11a-12p	MTWTF--	:30	4	\$600.00	P-2	0.00	NM	6	\$3,600.00
M-F 11a-12p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--					4	\$600.00		0.00			



WCPO

Print Date: 10/13/12

Page 3 of 4

wcpo.com
kypost.com

Contract / Revision 314614 Flight Dates 10/16/12-10/23/12

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:20:00

Advertiser Special Ops OPSEC Educa Product OSPEC Cincy TV 10.16-10.2 Estimate # 1217

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 13	WCPO	10/16/12	10/23/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	4	\$600.00	P-2	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$600.00		0.00			
N 14	WCPO	10/16/12	10/23/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	4	\$750.00	P-2	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					4	\$750.00		0.00			
Week:		10/22/12	10/28/12	MT-----					2	\$750.00		0.00			
N 15	WCPO	10/16/12	10/23/12	SU 9-10a SU9-10a	CM	9-10a	-----S	:30	1	\$800.00	P-8	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$800.00		0.00			
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 16	WCPO	10/16/12	10/23/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	4	\$800.00	P-3	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					4	\$800.00		0.00			
Week:		10/22/12	10/28/12	MT-----					2	\$800.00		0.00			
N 17	WCPO	10/16/12	10/23/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	MTWTF--	:30	4	\$900.00	P-1	0.00	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					4	\$900.00		0.00			
Week:		10/22/12	10/28/12	MT-----					2	\$900.00		0.00			
N 18	WCPO	10/16/12	10/23/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	4	\$900.00	P-1	0.00	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--					4	\$900.00		0.00			
Week:		10/22/12	10/28/12	MT-----					2	\$900.00		0.00			
N 19	WCPO	10/16/12	10/23/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	3	\$900.00	P-1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-TF--					3	\$900.00		0.00			
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 20	WCPO	10/16/12	10/23/12	SU 6-7p News SU 6-7p News	CM	558-7p	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$1,000.00		0.00			
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 21	WCPO	10/16/12	10/23/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	5	\$1,500.00	P-2	0.00	NM	8	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF-S					6	\$1,500.00		0.00			
Week:		10/22/12	10/28/12	MT-----					2	\$1,500.00		0.00			
N 22	WCPO	10/16/12	10/23/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	:30	1	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$2,000.00		0.00			
Week:		10/22/12	10/28/12	-T-----					1	\$2,000.00		0.00			
N 23	WCPO	10/16/12	10/23/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	4	\$2,000.00	P-2	0.00	NM	6	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 23	WCPO	10/16/12	10/23/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	4	\$2,000.00	P-2	0.00	NM	6	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWTF--		4				\$2,000.00		0.00			
	Week:	10/22/12	10/28/12	MT-----		2				\$2,000.00		0.00			
N 24	WCPO	10/16/12	10/23/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	:30	1	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-T-----		1				\$2,000.00		0.00			
	Week:	10/22/12	10/28/12	MT-----		1				\$2,000.00		0.00			
Totals														82	\$69,850.00